

PUBLICATIONS

News Notes

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EASILY DIGESTED

For a brief, colorful, vest-pocket-size nutrition publication, see the enclosed copy of Washington State's Extension Circular 102, "The Food You Eat." This folder gives advice on foods and reports on a nutrition survey in 6th- and 7th-grade language.

Cal Anderson reports that this circular "was prepared on the basis of study made at the request and with the assistance of the Snohomish County Nutrition Council. We made the mistake of only ordering 10,000 copies in the first printing, thinking that Snohomish County would be the only county to use it. However, the demand from other counties has been so great that we have ordered an additional 20,000 copies.

"We plan to use the bulletin largely through neighborhood leaders and county nutrition councils. As you see, it is printed rather simply so that the neighborhood leader can use it in discussing family food needs."

CAN THE IRISH BEAT IT?

We're sending you a copy of "Our Farmers Fight for the Future," a story of the postwar problems of Netherlands agriculture. We believe you'll be interested in the presentation techniques used. The booklet was prepared and printed in Holland. We obtained copies from the Netherlands Embassy, through the Office of Foreign Agricultural Relations.

READABILITY GETS READERS

Rewriting an article on soft corn so that it would be more readable paid off for Wallace's Farmer in the form of an estimated 20,000 new men readers for the article. This is reported in an article by Donald R. Murphy, editor of the Farmer, in the January 10 issue of Printers' Ink.

Mr. Murphy describes a split-run experiment made last spring. In half of the copies printed, the soft corn article was at 9th grade, or Reader's Digest, reading level. In the other half of the copies, a simplified version was used--estimated at 6th grade reading level. In both halves of the run, the subject matter, headlines, illustrations, and place in the paper were the same. A survey was made to see how readership of the two articles compared.

As a result of this and similar experiments, Mr. Murphy concludes that "we get results only when we rewrite copy so that it is considerably easier reading than Reader's Digest." He expects to make more tests to see whether they give the

same answers. He continues, "Perhaps I should add that nobody on Wallace's Farmer and Iowa Homestead believes we have found a magic formula to get readers. Subject matter is still more important than style."

The readability level of the split-run articles was estimated by the Flesch formula by Mrs. Amy G. Cowing, of the Federal Extension office.

ADD: OHIO'S LIMING BULLETIN

T. Swann Harding, USDA's peripatetic editor, carried an item in his February 3 issue on the "before" and "after" of Ohio's Extension Bulletin 268, "Liming Ohio's Acid Soils." As a result, one out of every two telephone calls we receive these days is a request for the material which you received with the December 17 issue of Publications News Notes.

In response to these requests we shall send the December 17 material and--as long as the supply lasts--an additional statement. This is a detailed account, page by page, and paragraph by paragraph, of just what was done to improve the liming bulletin. Dr. Edgar Dale, of the Bureau of Educational Research, Ohio State University, has sent us this statement. It is entitled "Techniques Used in Revising 'Liming Ohio's Acid Soils.'" Would you like a copy? If so, let us know. To avoid mix-ups, please ask for the statement by title.

SIX-DOZEN-COLOR PRINTING

Going in for color? Someone has invented a new process that can print at least 72 flat colors in one operation on an 18- by 22-inch sheet. It is described in the January issue of Inland Printer and the December 6 issue of Printers' Ink.

So far the process seems most suited to the printing of color cards for the paint, cosmetic, and dye industries. It puts the color exactly where the client wants it and in the shape of his preference, "as when cosmetic or lipstick manufacturers mount the shades in lip form or cheek blush form." It does not superimpose one color on another and is said to be economically justified only for runs of over 5,000 copies, or at least 36 colors.

SOIL SAVER PROCESS

How did you like the sample copies of "The Soil Saver" which we sent you with the January 14 issue of News Notes? Miss Margaret Snyder, of the Extension Division, University of Virginia, believes that "the process is fully as important as the product" in the preparation of this monthly leaflet of, by, and for its farm audience. To emphasize this, she has kindly supplied us with mimeographed copies of "Accent on Process--How's and Why's of the Soil Saver." Your copy is enclosed.

THE MORE WE GET TOGETHER

Another example of interstate cooperation in putting out farm bulletins arrived on our desk recently. It is Montana Agricultural Experiment Station Bulletin 436, "Improving Farm and Ranch Tenure in the Northern Plains." This is "Report Number One of the Tenure Committee, Northern Great Plains Agricultural Advisory Council."

NEW AND COMING STATE PUBLICATIONS

Enclosed is your copy of the list of "Publications Under Way and Planned by State Extension Services for Issuance to July 1, 1947" (1581-11-46). This list was prepared on the basis of publications plans sent in during the fall by 28 States and 2 Territories. For some States, experiment station publications as well as extension publications are listed. Our thanks to you who sent us the information included in this list. (A copy will also go to your director and your State publication distribution officer.)

Please bear in mind that this is a list of intentions; that some publications other than these have been and will be issued; and that some of these publications probably will not be issued by July 1.

EXTENSION SERVES

Because of the interest in bulletins telling the story of Extension, we're sending you a copy of "Agricultural Extension Serves Rural Utah."

One of the things we like about this bulletin is the simple lay-outs and the good size of many of the pictures. A bunch of little pictures is ineffective. We also like the large, well-led type. Would 9 by 12 size be better for this bulletin in order to show the pictures to better advantage?

Since page 2 is blank, except for the small amount of boxed matter at the bottom, we think it might well be used to help the bulletin do its job. For instance, it might carry an appropriate, brief, and informal message by the extension director, over his signature. We criticized the cover page for having too much on it. One idea would be to omit the map, straighten up the picture, and bleed it at the top as well as on both sides--especially if more sky is available so the picture could be deeper and thus not divide the page into halves. Is it worth the cost of the cut to have the picture on the back of the back cover?

Mrs. Cowing, of the Division of Field Studies and Training, estimates that in readability the text ranges from 8th grade to college reading level--averaging "fairly difficult," or high school level.

Doyle Green, until recently Utah extension editor, furnished us with copies for you. He reports that the bulletin is pretty largely a one-man job--he took many of the pictures, wrote the copy, designed the cover, made the lay-outs, and so on.

COUNTY OFFICE STORY

A pictorial booklet tells how the county extension office serves the people of Hampden County, Mass. It is the January issue of "The Hampden," monthly bulletin issued by the Hampden County Improvement League and the Trustees for County Aid to Agriculture. These organizations sponsor cooperative extension work in the county. Pictures show the league's offices and the personnel available to serve farm people and others in the county.

PLASTIC PLATES

In reproducing material for newspaper advertising, plastic plates are often decidedly better than electros or mats, James M. Secrest indicates in an article, "Just How Good Are Plastic Plates?" in the January 3 issue of Printers' Ink. He states that plastic plates are less subject to error in manufacture than electros. They can be put right in the page "form" (without the casting necessary for a mat). A plastic plate of 200 lines weighs about 2 ounces, as compared with 12 ounces for an electro of the same size.

Have you made any use of plastic plates for newspaper use? How do they work out?

WELL VARNISHED

Do they make your mouth water--the four-color halftones of buns, salads, and pies in Michigan's Experiment Station Circular Bulletin 200, "Fruit Purees"? If so, it's partly because the finished reproductions were varnished. Joe Duncan, Michigan State College Bulletin editor, says, "Such varnishing makes all the difference in the world as to the final appearance of the plates." He is getting an estimate of the cost of electros of these full-color plates. So, if you would be interested in using them, get in touch with him.

When is the cost of full-color plates justified? Certainly when full color is necessary to best teaching, as for example in poultry culling, or in recognizing certain insects and diseases. Full color also seems justified for some promotion purposes. Do you think it serves an important purpose in this bulletin?

Mrs. Amy Cowing reports that the bulletin averages 7th-grade reading level. The recipes and instructions on pages 7 and 8 are estimated at 5th- and 6th-grade level.

